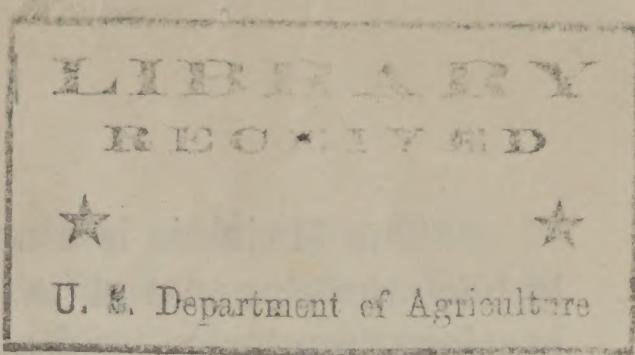


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A STARTLING NEW STRAWBERRY THE MAJESTIC

PATENTED OCTOBER 24, 1939

Bears More Quarts Per Acre

No Other Strawberry Rivals Majestic

Makes Greater Yields and Greater Profits

Developed On

RIDGEWAY FARM

By

E. L. RUSSELL

...

Jonesville, Virginia

The Majestic is a new variety of strawberry that has recently been developed and has been thoroughly tested by experiment stations, nurseries, and a number of growers in eight states. The Majestic, we believe, will soon become the leading variety in the eastern part of the United States.

The Majestic has outstanding qualities that we believe will make it a leading market variety. The berries are large, bright red in color, fine flavor, and firm enough to make it a good shipper. The Majestic will hold its good qualities for a long time. If some crates have to be carried over, it will retain its good qualities much longer than most other varieties.

The Majestic is enormously productive, yields large, bright red berries, uniform in size, holds its size well to the end of the season, and makes a beautiful display in packages. The Majestic is a medium early variety. It begins ripening about three or four days later than Premier. It blooms rather late and has a long blooming season. It often gets by late frosts in the spring without damage, when other varieties are all killed or badly damaged.

The plants are dark green, free from "leaf spot" and all other diseases. It has a deep, heavy root system, which makes it very resistant to drought---this is one of the outstanding characteristics of this variety. The plants will live and make a good growth of plants when the weather is so dry that other varieties fail. It will also develop a crop of berries when the weather is dry enough to damage other varieties. The blossoms are perfect, both staminate and pistilate. The Majestic originated in the mountains of Virginia and is a very hardy berry and free from disease.

State Inspector Willy, when inspecting my planting said, "It is marvelous how free from "leaf spot" and other diseases these plants are. If anyone has any doubt about it, tell them to write me."

The Extension Division of Virginia has conducted tests of this variety in different parts of the state for two years under the supervision of Mr. D. A. Tucker, Assistant Horticulturist, of Blacksburg, Virginia. Mr. Tucker said that the Majestic for two years has shown unusually fine prospects of being an excellent commercial variety.

Mr. Tucker describes this variety as follows: "It has very distinct possibilities. It seems to yield equally with such high yielding berries as Fairfax, and Dorsett. It is apparently quite resistant to drought, and is practically free from leaf spot. As grown here in Blacksburg, Virginia, it produces berries of good size, bright red color and green cap."

Thompson Nurseries, of Spring City, Tennessee, tested the Majestic last year. Mr. Thompson reports as follows: "Under a one-year test here in East Tennessee we find the New Majestic as follows: Compared to the Blakemore (which is leading the marketing variety here in this section) as free of leaf spot, as healthy in every way as the Yellow-free Blakemore, did not make as many plants as Blakemore, but enough for good fruiting row, fruit as large or larger than Blakemore, fewer knotty berries, fully four times as many No. 1 berries as Blakemore. For several years we have been testing out hundreds of new varieties of strawberries, several varieties from foreign countries, and several we have tested have been very productive, but the Majestic this spring had more No. 1 berries than any other variety we have ever tested."

Mr. H. B. Eller, Agricultural Agent, Lee County, Virginia, has been marketing Majestic berries cooperatively three years in Lee County, Virginia, has the following to say in regard to the Majestic Strawberry: "From my observations of the Majestic berry, I have found it to be exceptionally free from disease, one that yields extra good, and is a beautiful berry that ships well."

POINTERS ON CULTIVATION

Select a well drained plot that is fertile. If the land to be set is not fertile, it should be made so by soil improving crops, such as cowpeas, or soybeans turned under, or by applications of stable manure, or commercial fertilizer.

Prepare the soil as for other crops by plowing in the fall or early winter. Harrow or disc the ground well as early in the spring as the ground will work, or as soon as hard freezing weather is over. It will take about 4,000 plants to set one acre.

The rows should be spaced about four feet apart. The Majestic should be set thirty inches apart in the row. Plant roots should be spread fan shaped and set the same depth as they originally stood.

The most important factor in successful production of strawberries is to secure healthy, sound and disease-free plants. Selection of plants on price alone is false economy.

Cultivation should start soon after plants are set and be continued at intervals of ten days to two weeks until the end of the growing season. Cultivate with plow and hoe; keep free from weeds and grass. After the new runner plants set, it may be necessary to do some hand weeding.

Do not let plants bear fruit first year, pick the bloom off.

Plants should not be allowed to set between rows. After the growing season is over, the ground between the rows should be covered with straw.

RIDGEWAY FARM

E. L. RUSSELL, OWNER

JONESVILLE, VIRGINIA